WE CLAIM

1. A method for personalizing content in a network having a network infrastructure, **characterized in that** a device personalizes content instead of the personalization being performed by a network infrastructure device such as a voucher

5   server.

2. A method according to claim 1, **characterized in that** the step of personalizing is based on information contained in a rights expression voucher that accompanies the content.

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3. A method according to claim 1, **characterized in that** the step of personalizing includes encrypting a content encryption key, the content, the rights expression voucher, or a combination thereof using a key generated from a seed derived from information in a rights expression voucher.

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4. A method according to claim 1, **characterized in that** the step of personalizing includes generating a local encryption key from the same seed when needed, instead of storing a local encryption key.

5. A method according to claim 1, **characterized in that** the step of personalizing includes using a field contained in a rights expression voucher, the field providing the device a seed for a key which is used for the local encryption of a content encryption key.

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6. A method according to claim 5, **characterized in that** in the device either a hardware or software implementation module is used to generate the key and encrypts the content encryption key using a seed, which is provided in the rights expression voucher.

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7. A method according to claim 1, **characterized in that** the step of personalizing includes using information related to either subscriber identity module, international mobile equipment identity, some terminal hardware function, the rights expression voucher, a terminal secret key, an application specific integrated circuit or

15 a hardware ID, or any other fixed value from the device.

8. A method for personalizing content in a network, **characterized in that** the method comprises:

providing a device content having a rights expression voucher with

20 information that controls the content personalization therein; and

personalizing the content in the device in accordance with the information contained in the rights expression voucher.

9. A method according to claim 8, **characterized in that** the step of personalizing includes using device specific personalization information to personalize the content, including device specific hardware operations information.

5   10. A method according to claim 8, **characterized in that** the step of personalizing includes making the personalization by the local encryption of a content encryption key, the content, the rights expression voucher, or a combination thereof.

10   11. A method according to claim 8, **characterized in that** the step of personalizing includes encrypting a content encryption key, the content, the rights expression voucher, or a combination thereof using a key generated from a seed derived from information in a rights expression voucher.

15   12. A device for operating in a network having a network infrastructure, **characterized in that** the device comprises a voucher-driven on-device content personalization module for personalizing content instead of the personalization being performed by a network infrastructure device such as a voucher server.

20   13. A device according to claim 12, **characterized in that** the voucher-driven on-device content personalization module personalizes the content based on information contained in a rights expression voucher.

14. A device according to claim 12, **characterized in that** the voucher-driven on-device content personalization module uses personalization information, including device specific hardware operations, to personalize the content.

5   15. A device according to claim 12, **characterized in that** the voucher-driven on-device content personalization module makes the personalization by a local encryption of a content encryption key, the content, the rights expression voucher, or a combination thereof.

10   16. A device according to claim 12, **characterized in that** the voucher-driven on-device content personalization module encrypts a content encryption key, the content, the rights expression voucher, or a combination thereof using a key generated from a seed derived from information in a rights expression voucher.

15   17. A network having a device and a network infrastructure, **characterized in that** the device comprises a voucher-driven on-device content personalization module for personalizing content instead of the personalization being performed by a network infrastructure device such as a voucher server.

20   18. A network according to claim 17, **characterized in that** the voucher-driven on-device content personalization module personalizes the content based on information contained in a rights expression voucher.

19. A network according to claim 17, **characterized in that** the voucher-driven on-device content personalization module uses personalization information, including device specific hardware operations, to personalize the content.

5   20. A network according to claim 17, **characterized in that** the voucher-driven on-device content personalization module encrypts a content encryption key, the content, the rights expression voucher, or a combination thereof using a key generated from a seed derived from information in a rights expression voucher.

10   21. A method according to claim 1, **characterized in that** the step of personalizing includes encrypting the content or the rights expression voucher itself using a key generated from a seed derived from information in a rights expression voucher.

15   22. A method according to claim 1, **characterized in that** the step of personalizing includes encrypting a content encryption key, the content, the rights expression voucher itself or a combination thereof using a device specific hardware function described in the rights expression voucher.

20   23. A method according to claim 5, **characterized in that** the field provides a method which is used for the local encryption of the content encryption key, the content, the rights expression voucher itself or a combination thereof.

24. A method according to claim 1, **characterized in that** the step of personalizing includes using a field contained in a rights expression voucher, the field providing the device, a device specific function which is used for the local encryption of a content encryption key.

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25. A method according to claim 8, **characterized in that** the step of personalizing includes encrypting a content encryption key, the content, the rights expression voucher, or a combination thereof using a device specific function derived from information in a rights expression voucher.

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26. A device according to claim 12, **characterized in that** the voucher-driven on-device content personalization module encrypts a content encryption key, the content, the rights expression voucher, or a combination thereof using a device specific function derived from information in a rights expression voucher.

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27. A network according to claim 17, **characterized in that** the voucher-driven on-device content personalization module encrypts a content encryption key, the content, the rights expression voucher, or a combination thereof using a device specific function derived from information in a rights expression voucher.

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28. A method according to claim 1, **characterized in that** the device to which personalized content is bound includes not only the device itself, but also other devices coupled to the device.